



#### About Customer

BRBCARD is a subsidiary of Banco de Brasília (BRB), established in 1997 to commercialize and manage the portfolio of products and services for BRB credit cards.

[www.brbcard.com.br](http://www.brbcard.com.br)

#### Geo

Latin America

#### Industry

Financial Services

#### Solution Area

Accelerate Core Applications  
Activate Real-Time Analytics  
Modernize Data Protection

#### Products in Use

Pure Storage® FlashArray//C™  
Pure1®

# BRBCARD Dramatically Improves Customer Satisfaction with Pure Storage

BRBCARD has 1.2 million active credit card users in Brazil and around the world. Customers expect fast and reliable access to their accounts at any time to make purchases or to pay bills.

By adopting Pure Storage FlashArray, BRBCARD accelerates application performance, boosts availability, and mitigates risk caused by possible ransomware attacks. These improvements enhance the customer experience and lead to greater customer satisfaction.

“With Pure, customers now access virtual card data in less than a second, down from 8 seconds previously. This transformed the customer experience, with the app’s store rating jumping from 2.5/5 to 3.7/5 in just 3 months.”

**MARCOS PAULO ILÍDIO,**  
CIO, BRBCARD

## Impact on BRBCARD



Customer satisfaction scores jumped from 2.5 to 3.7 out of 5 in just 3 months



Empowered users to access financial services in real time



Accelerated business intelligence for faster decision-making

## Challenges



Guarantee agile and responsive services for customers in the app



Improve business continuity to reduce downtime for customers



Protect customers' critical financial and personal information

## Results



Increased processing speed for customer transactions 10x



Improved availability with active-active clusters and faster data recovery



Mitigated effects of ransomware with immutable snapshots

## Delivering Better Experiences With Real-Time Data

BRBCARD's mobile app is the primary way that customers interact with their accounts, so promoting agile and responsive self-service is a top priority. Pure Storage FlashArray//C dramatically improves storage performance for all credit card transactions, core SQL Server databases, and business intelligence, delivering much faster response times compared to the legacy storage environment.

"With Pure, customers now access virtual card data in less than a second, down from 8 seconds previously," says Marcos Paulo Ilídio, CIO at BRBCARD. "This transformed the customer experience, with the app's store rating jumping from 2.5/5 to 3.7/5 in just 3 months. We're empowering users to explore the app and access important services and financial transactions in real time."

## Faster Processes for Timely Customer Service

The new Pure Storage solution accelerated file load times, leading to databases updated in 40 minutes instead of eight hours. Faster speeds helped areas like billing and business intelligence by allowing them to work with the most up-to-date information throughout the day. Having more accurate data reduces risk and accelerates decision-making processes, allowing BRBCARD to handle issues such as customer contracts, payments, and other interactions in a more timely fashion.

The processing speed for customer transactions and purchase authorizations also increased 10x, allowing BRBCARD to support a growing volume of transactions without causing delays for customers.

## Eliminating Application Downtime

With FlashArray, BRBCARD can take advantage of ActiveCluster active-active replication for greater availability and resiliency, which reduces data recovery times from over an hour to instantaneous and keeps the mobile app available at all times for customers.

Pure1 VM Analytics supports increased availability and performance. "We cannot imagine our daily routine without Pure1," says Daniel Mendes, IT Infrastructure, Cybersecurity and Data Manager, BRBCARD. "It brings a level of visibility to our IT team that we didn't know was possible, allowing us to optimize our environment for the greatest performance."

FlashArray SafeMode™ snapshots help mitigate ransomware attacks by preventing cyber criminals from destroying the immutable snapshots that BRBCard needs to restore data and get services back online quickly.

"For BRBCARD, high availability for products and services is a must. We chose Pure Storage for its ability to recover data quickly, practically eliminating recovery time and ensuring the continuity of our business," said Ilídio.

[purestorage.com](https://purestorage.com)

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